



AMERICAN ASSOCIATION
of ADVERTISING AGENCIES

Washington Office

October 24, 2005

Representative Mike Nofs, Chairman
Energy and Technology Committee
Michigan House of Representatives
Box 30014
Lansing, Michigan 48909

Dear Representative Nofs:

The 25 Michigan members of the American Association of Advertising Agencies are very concerned about implementation of the new children's email registry law in the state. The state's advertising agencies, and more than 400 others across the nation, represent the established business community, marketing products and services for the largest companies in Michigan.

AAAA members are very concerned about the security issues presented by the new registry's implementation. In spite of testimony to the contrary, the very experienced heads of technology in our agencies believe that the list can be manipulated in such a way as to allow unscrupulous and unethical third party vendors to get access to many, hither-to unavailable names.

We have worked closely with the Federal Trade Commission in an effort to establish a workable Do Not Email registry at the national level. FTC Commissioners, while applauding the intent of such a list, suggested that current technology does not protect children's names with the necessary degree of security that should accompany all such initiatives.

Technology experts have told us that even if the database, kept by the state, were secure, there would be no way to ensure that third parties would not be able to gain access. As marketers for highly reputable companies who believe that their brands represent the highest levels of trust and ethics, we find this an insupportable risk.

We add our opposition to the growing number of responsible and concerned citizens and companies who oppose legislative bills 708 and 758.

Sincerely,

Linda Dove
Senior Vice President

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